

WHAT IS CLAIMED IS:

1. A roll-up blind, comprising:
 - a headrail;
 - a brake mechanism proximate the headrail;
 - 5 a cord having one end passed the brake mechanism to form an operable portion;
 - a shade cloth coupled to the headrail, the shade cloth having a lower end coupled to the other end of the cord; and
 - 10 a plurality of cord covers formed on the shade cloth to cover the other end of the cord,
 - whereby pulling the operable portion of the cord will cause the shade cloth to wrinkle upwardly and the cord covers to contract together.
2. The roll-up blind of claim 1, further comprising a plurality of spaced apart positioning elements formed longitudinally on each cord cover, whereby a lifting or lowering movement of the cord covers by pulling the operable portion of the cord will draw up the positioning elements other than the topmost positioning element toward the topmost positioning element.
15
3. The roll-up blind of claim 1, wherein each of the cord covers is formed of a soft material.
- 20 4. The roll-up blind of claim 2, wherein the positioning elements are formed by stitching to the cord cover and the shade cloth so that a lifting or lowering movement of the cord covers is able to move the shade cloth the same.